

## LAB UNIVERSITY OF APPLIED SCIENCES

### PRE-ASSIGNMENTS FOR CULTURE AND ARTS PROGRAMS

#### 1. Letter of Motivation

##### Write us a Letter of Motivation.

Tell us for example...

- Why do you want to study design at the LAB University of Applied Sciences?
- Why should we choose you as a degree student at the LAB Institute of Design and Fine Arts?
- What is your passion regarding design?
- What do you expect to learn during your degree studies?

*Methods and tools:* Write a one-page text

*Assessment criteria:* motivation, understanding of the field of design, written language skills

#### 2. Drawing: Your Survival Kit

##### What is the least amount of things you need in your everyday life?

Draw one image presenting this set of necessary things. Aim for realism.

*Methods and tools:* Use a pencil, no colours. Draw on a A3-sized paper and photograph or scan your drawing. You can also create a grayscale drawing digitally.

*Assessment criteria:* illustration and drawing skills, idea

#### 3. Prototyping: Manage Mask Waste

**Design a portable, plastics-free container (a box, pouch etc.) for safely disposing of used facial masks.** Many people use disposable masks during this pandemic and usually you need more than one of them each day. Used masks create a lot of waste that easily ends up in urban areas and our nature. Design a way to store and carry up to 3 used masks in a safe manner during the day so that the user can dispose of them later.

Create a one page drawing illustrating the design. The drawing should point out 2–4 features your design has. Name the features in the drawing. Build a prototype model of the container. Photograph your model with one regular face mask visible in the picture.

*Methods and tools:* Create a 1:1 size prototype model using materials and methods available to you. You can use any materials in the model but no plastics. Tape and glue are allowed when they are not

visible. You can photograph or scan your drawing or create it using digital tools. Send two files: the drawing and a picture of the model.

*Assessment criteria:* visual presentation of the design and model, user-centric approach, sustainability of presented solution

## SENDING US YOUR APPLICATION ASSIGNMENTS

**Easy as 1–2–3!**

1. **Photograph your work**
2. **Prepare your files**
3. **Send**

### 1. Photography of your work

You will need to photograph all drawings and models before you can send them to us online. Please pay close attention to the lighting and setup of your photos so we can best assess your work. A built-in flash on a phone or a camera will usually not give you the best results. It's better to photograph your work in an environment where there is ample ambient light.

Try shooting your photos outdoors during overcast weather. Lay your work flat on a preferably dark and flat surface. Position your camera straight above your drawings to avoid distortion. If your camera has an optical zoom lens it's better to zoom in a bit. Avoid direct sunshine or shadows cast over your work.

Check your pictures before sending. They need to be in focus and the colors should look good to you. If the colors don't look right, you can try to photograph the pictures under different lighting conditions.

Under good lighting modern cellphones produce excellent photographs. But feel free to use a dedicated digital camera. Your photography skills are not assessed here so you can also ask a friend to help you take the photographs. You can also use a scanner to digitize your drawings into image files if you prefer.

**If you apply into more than one of our degree programmes remember to send in your completed assignments for each of them. Even if there are similar assignments, you need to send in your work for each programme you are applying into!**

### 2. Preparing your files

You can send us files in the following standard file formats:

Content type	File format
Text	.pdf, .doc, .docx, .rtf, .txt
Images and photographs	.pdf, .jpg, .jpeg, .png

Make sure your image files are not too large for email. You can use image editing software to scale them down and save your images in the .jpg image file format.

### 3. Sending us your application assignment files

**Attach all your assignment files into one email message.** In the subject-line of the email write the word "Application" and your full name. As the email text you can write in your full name again and "Industrial Design" or "Packaging and Brand Design". There is no need for further text. Include your letter of motivation as an attachment.

*When sending use the same email address you have given when making your application at Studyinfo.fi!*

#### Send the files to...

[ID.apply@lab.fi](mailto:ID.apply@lab.fi) for Industrial Design application

or

[PAC.apply@lab.fi](mailto:PAC.apply@lab.fi) for Packaging and Brand Design application.

IF you can not send email attachments to us, you can use WeTransfer.com to send us your files instead. Use the same email address you have given when making your application at Studyinfo.fi. But we do prefer simple email with attachments.